

## Message Text

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ACTION ARA-10

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FM AMEMBASSY SAN SALVADOR

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UNCLAS SAN SALVADOR 0931

E.O. 11652 NA

TAGS: BEXP, ES, AFSB

SUBJ: BY 1974 COMMERCIAL ACOION PROGRAM (CAP)-EL SALVADOR,  
FEBRUARY 1974 TASK FORCE REPORT

USDOC FOR OIM/BIC-PORTER CLARY; USIA FOR ILI-JOHN CORR

REF: A. SAN SALVADOR 0530 2/7/74

B. SAN SALVADOR 4561 12/7/73 (CAP)

C. 2/28/74 PORTER CLARY-DE PEDRAZA TELCON

D. SAN SALVADOR 0896, 3/4/74 (HOSPITAL)

E. SAN SALVADOR 0863, 3"1"73 (JET-AIRPORT)

F. SAN SALVADOR (SUGARMILL)

G. SAN SALVADOR 7010 AND 0820 (FAIR)

1. OBJECTIVE ONE: ACTION ONE: WE HAVE ALREADY SUBMITTED MARKET RESEARCH REPORTS ON HOSPITAL AND MEDICAL EQUIPMENT, AND FOOD PROCESSING AND PACKAGING EQUIPMENT (REF. B) IN VIEW OF CHANGING CIRCUMSTANCES, WE ARE REPLACING THE REPORT ON COMMERCIAL SECURITY EQUIPMENT AND ACCESSORIES BY ONE ON MEDICINAL, PHARMACEUTICAL AND VETERINARY PRODUCTS, WHICH CURRENTLY HAVE ANNUAL POTENTIAL OF APPROXIMATELY 16 MILLION DOLS. RESEARCH FOR THIS REPMRT IS NOW UNDERWAY BUT WE WILL DELAY COMPLETION UNTIL WE RECEIVE AIRGRAMO CONTAINING NEW INSTRUCTIONS (REF. C) WE WILL ALSO DO THE RE-PORTS ON AGRICULTURAL MACHINERY, IRON AND STEEL BUILDING MATERIALS; NEW, AND USED, TRUCKS AND BUSES FOR PKBLIC TRANSPORTATION; AND PICK-UP TRUCKS AND LIGHT UTILITY VEHICLES (REF. B) IN ACCORDANCE WITH THESE NEW INSTRUCTIONS.

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ACTION TWO: WE ARE CONTINUING OUR ALERT FOR ALL PUBLIC

BIDS AND PRIVATE TRADE OPPORTUNITIES. FROM OCTOBER 1973 TO DATE, WE HAVE SUBMITTED SEVENTEEN GOVT TENDERS FOR \$23,920,000. (WE ARE CURRENTLY PREPARING A PUBLIC TENDER FOR TAXI-METERS FOR 1500 TAXIS). MOST RECENTLY, WE SENT EARLY WARNINGS FOR THE COMALAPA JET AIRPORT, (REF E) JIBOA VALLEY SUGARMILL, (REF F) AND THE SOCIAL SECURITY HOSPITAL (REF D) TOTALLING \$63,600,000. AT THE SAME TIME, AND FOR THE SAME PERIOD, WE PROCESSED TWENTY THREE (23) TOPS TOTALLING \$5,394,000. WE HAVE RECEIVED ACKNOWLEDGEMENTS FOR APPROXIMATELY 60 PERCENT OF THESE. ACTUAL BUSINESS TRANSACTED SO FAR AMOUNTS TO JUST OVER \$625,000.

2. OBJECTIVE TWO: ACTIONS ONE AND TWO: REGARDING THE SAN SALVADOR INTERNATIONAL FAIR, (REF C AND G) WE CAN REPORT VERBAL COMMITMENTS FOR ELEVEN (11) STANDS TO DATE, WITH PROSPECTIVE PARTICIPANTS AGREEING TO A BASIC COST OF \$1,200 PER 3/4 SQ. METER STAND. WE ARE PREPARING OUR ESTIMATED BUDGET FOR A US EXHIBIT BASED ON A MINIMUM OF TWENTY (20) STANDS IN THE FORMER US PAVILION AT THE 1972 FAIR. WE WILL SUBMIT THIS BUDGET TO COMMERCE AS PER REF (C), FOR INFORMATION PURPOSES, COMMENTS. WE HAVE ALREADY INFORMED ING. ALWOOD, BUILDER AND OWNER OF THE 72 PAVILION, THAT A FINAL DECISION SHOULD BE READY BY END OF MARCH. ALWOOD HAS REPORTED THAT THE COLOMBIAN GOVT IS INTERESTED IN THE FORMER US FACILITY.

3. OBJECTIVE THREE: ACTION ONE AND TWO: WE AWAIT INSTRUCTIONS CONCERNING THE ANNUAL TRANDS AND TRADE OUTLOOK REPORTS (REF C) THE EMBASSYS SECOND ECONOMIC OFFICER WILL COMMENCE WORK ON MARKET RESEARCH REPORTS (F) AND (G), OBJECTIVE ONE, AS SOON AS WE RECEIVE INSTRUCTIONS.

4. THE COMMERCIAL ATTACHE PLANS TO TRAVEL TO MEXICO IN MAY (REF. B, SCHEDULE V, PARA ?). EXTRA FUNDS ALLOCATED FOR MARKET STUDIES AND TOP BROCHURES (REF B, SCHEDULE X, PARAS A AND B) WILL BE COMMITTED BEFORE JUNE 30, 1974. FUNDS FOR THE LIBRARY WILL BE EXPENDED IN THE LAST QUARTER OF FY 1974.

5. WE WELCOME IDEA OF MINIMISSIONS TO CACM AS AN OUTCROP OF MEXICO CENTER SHOWS AND LOOK FORQARD TO EARLY IMPLEMENTATION  
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OF THIS EXCELLENT PLAN (REF C). A GEORGIA-ORGANIZED AND SUBSIDIZED MISSION (TRADE TRECK III) TO CENTRAL AMERICA CARRIED OUT A SUCCESSFUL VISIT TO SAN SALVADOR FEB 10-13. MISSION ACTIVITIES WERE COORDINATED KFLTHE COMMAT AND INCLUDED A BRIEFING BY THE SENIOR ECON OFFICER, A PRESS CONFERENCE AND TV INTERVIEW FOR THE MISSION DIRECTOR, GENERAL ALLEN, A VISIT WITH THE CHARGE D'AFFAIRES, TWO FULL MORNINGS OF BUSINESS APPOINTMENTS, SEVERAL INDUSTRY AND

AGRICULTURAL VISITS, A RECEPTION FOR 100 BUSINESSMEN AND GOES OFFICIALS AND AN AMERICAN CHAMBER OF COMMERCE GET-TOGETHER. MISSION MEMBERS EXPRESSED SATISFACTION AT RESULTS OBTAINED WHICH INCLUDED THE ESTABLISHMENT OF SIX DISTRIBUTORSHIPS AND A NEW BANKING REPRESENTATION.

6. WE HAVE BEEN SUCCESSFUL IN PLACING A VARIETY OF COMMERCIAL AND ECONOMIC ITEMS IN THE AMERICAN CHAMBER OF COMMERCE'S MONTHLY BILLETIN, TWO COPIES OF WHICH ARE BEING AIRPOUCHED TO STATE ARA/CEN/EL SALVADOR. A LISTING OF THE CHAMBER'S BOARD IS ALSO INCLUDED. THE CHAMBER HAS COOPERATED VERY CLOSELY WITH THE EMBASSY IN ALL ASPECTS OF TRADE PROMOTION.  
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